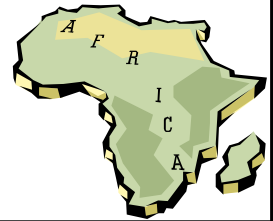




# The ADISN Newsletter

A Monthly Newsletter for African Diaspora Industry Sectors Network (ADISN) Clients



Published by Diversity Restoration Solutions, Inc. (DRS)

January 2009



Eric A. Sheppard  
President

## Save the Date!

**2009 AFRICA BUSINESS CONFERENCE  
JUNE 17-18, 2009 - NORFOLK, VIRGINIA**

Dear ADISN Clients:

Diversity Restoration Solutions, Inc. (DRS), a U.S.-based international trade development and cultural diversity training consulting firm, will be hosting its first **African Diaspora Industry Sectors Network (ADISN) 2009 Africa Business Conference**, June 17-18, 2009, in Norfolk, Virginia. This two-day conference will take place at the Norfolk Waterside Marriott. The conference will focus on developing trade between small and medium size businesses with countries on the African continent.

The current economic conditions of the United States are impacting the profitability of large and small businesses. However, according to the June 2008 edition of *Fast Company* magazine, on the African continent, Chinese investments are outpacing U.S. investments in Africa \$1.65 trillion versus \$62 billion over the last 10 years. Diversity Restoration Solutions' mission is to assist small to medium size African Diaspora businesses in recognizing this trend and to help them to seek out new international business opportunities. The ADISN Africa Business Conference is just one option in which we anticipate accomplishing this goal.

The plenary session guest speakers and breakout sessions will be lead by subject matter experts from various U.S. and African resources. The conference will also focus on the use of the Virginia ports as a transportation hub for international trade between the U.S. and Africa.

The first day will be a cruise to tour the Norfolk shipping terminals and ports, highlighting the benefits of Virginia ports as a preferred shipping location for destinations in Africa. The second day will be filled with guest speakers and educational break-out sessions to help you be successful in your global business strategy with Africa.

Our conference is designed as a business trade networking event to give attendees valuable time to network with not only other ADISN clients, but also our invited guests that include trade representatives from African embassies in Washington, DC and private African business owners that may have requirements for your products or services.

### Inside this issue:

<i>Did You Know????</i>	2
<i>ADISN Clients/Partners</i>	2
<i>Business Opportunities</i>	3
<i>News You Can Use</i>	3
<i>Meet The Client and Meet The Partner Profiles</i>	4
<i>2009 ADISN Business Conference</i>	4
<i>ADISN Form</i>	5

### Save the Dates.....

#### January 31, 2009

#### **Doing Business in Africa Breakfast Seminar (SOLD OUT)**

Embassy Suites Atlanta Airport  
Atlanta, GA  
\$49 - ADISN/ \$69 - Non ADISN  
9-11am (Registration at 8:30am)  
Presenter: DRS  
[www.diversityrestoration.com](http://www.diversityrestoration.com)

#### February 13, 2009

**Doing Business in Africa  
Breakfast Seminar**  
Homewood Suite Hotel  
Columbia, MD  
\$49 - ADISN/ \$69 - Non ADISN  
9-11am (Registration at 8:30am)  
Presenter: DRS  
[www.diversityrestoration.com](http://www.diversityrestoration.com)

#### April 16-17, 2009

**Ex-Im Bank Annual Conference**  
Omni Shoreham Hotel  
More information to be announced at  
<http://www.exim.gov/news/events.cfm>

#### June 17-18, 2009

**2009 Africa Business Conference**  
Norfolk Waterside Marriott  
Norfolk, VA  
Cost: TBD / Host: DRS



### Who Should Join ADISN????

If you are in the following industry sectors, the ADISN trade group is for you:

- Agriculture
- Aquaculture/Fisheries
- Construction
- Customhouse Brokers
- Energy/Mining
- Environmental Management
- Entertainment/Media
- Educational Sectors
- Financial Sectors
- Freight Forwarders/Shippers
- Food & Drink Processing
- Healthcare/Medical Supplies
- Hospitality/Tourism/Travel
- Information Technology
- International Law
- Light Manufacturing/Assembly
- Real Estate Investment
- Telecommunications
- Transportation (Auto)

### DID YOU KNOW????

There are 5 Africa-based airlines that fly commercial flights to and from the U.S. The airlines are: South African Airways, Ethiopian Airlines, TACV (Cape Verde), Royal Air Maroc, and EgyptAir.

Source: [www.About.com:Africa Travel](http://www.About.com:Africa Travel)

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### WELCOME NEW ADISN CLIENTS

Diversity Restoration Solutions, Inc. welcomes the following network clients

#### Individual

- Quaning Agyiri Anthony (Accra, Ghana)  
Industry - Agriculture, Food Processing and Salt Extraction

#### Corporate

- Perrion Robbins, Inc. (Detroit, MI)  
Industry - Healthcare (Oral Hygiene)
- Lowery’s Custom Photography & Videography Warehouse (Chesapeake, VA)  
Industry - Entertainment and Media
- RTK Community Learning & Technology Center (Goodwater, AL)  
Industry - Education

### WELCOME STRATEGIC PARTNERS (AFRICA & US)

- U.S. Department of Commerce - International Trade Agency
- U.S.AID (Washington, DC)
- Export-Import Bank of the United States (Washington, DC)



### BUSINESS OPPORTUNITIES

Here is a sample of the types of African business opportunities that are shared with ADISN clients through our ADISN BUSINESS OPPORTUNITY ALERTS. The opportunities listed here are not all-inclusive of all information received by DRS. Updates will be sent as received by DRS.

<u>Country</u>	<u>Project Amount</u>	<u>Project Description</u>
Ghana	\$12 Million	Plantain Chips Processing, Packaging and Distribution Plant
Ghana	\$1.8 Million	Cocoa Husk Liquid Soap Processing Project
Gambia	Unknown	NGO Purchase - Caterpillar Type 120H, Equipped with a Grader and Ripper (Agricultural Project)
South Africa	N/A	Hair Care Supply - Company has 20ft container totaling 13,100 units (braids, wigs, weaving & ponies) that they want to clear. Looking for International importers, including U.S.

If you would like to learn more about any of the above projects for your company, please call Eric Sheppard at (757) 238-7790 or email him at [esheppard@diversityrestoration.com](mailto:esheppard@diversityrestoration.com).



## **NEWS YOU CAN USE - CURRENT BUSINESS NEWS RELATED TO AFRICA**



### **Liberia: Another Major Investment Boost for Liberia--More Than 2.6 Billion Dollars Concession Agreements Signed (AllAfrica.com)**

Government's effort to attract more foreign investment to the country, has received a major boost with the signing of two major concession agreements. President Ellen Johnson Sirleaf Wednesday signed a Mineral Development Agreement reached between the Government of Liberia and China Union Mining Company, Ltd., for the exploration of Bong Mines. An agreement between Government and Buchanan Renewable (Monrovia) Power Inc., to supply power to Monrovia and its environs has also been signed by the President. [Read more](#)

### **Ethiopia: American Chamber of Commerce Launched (AllAfrica.com)**

Addis Abeba — The American Chamber of Commerce seen as a new era in trade cooperation between Ethiopia and the US was officially launched here on Sunday in the presence of Minister of Trade and Industry Girma Birru and U.S. Ambassador to Ethiopia Donald Yamamoto. The establishment of the chamber (AmCham Ethiopia), is believed to be instrumental in enhancing and promoting two-way trade and investment between Ethiopia and the United States of America. [Read more](#)

### **Obama Administration and Africa: Great Expectations, Practical Realities (WorldPress.org)**

The inauguration of Barack Obama as the 44th President of the United States has been hailed worldwide as a remarkable watershed in America's history. Barack Obama election and assumption of office has raised extraordinary expectations. No where are these expectations more stratospheric than in Africa, the continent of birth of the 44th President's Father. [Read more](#)

## **SHOULD YOU BE LOOKING GLOBAL IN TODAY'S ECONOMIC TIMES? BY LISA SHEPPARD**

Ask yourself this question....Should I be looking for business opportunities outside the United States during this economic crisis? Well, for those entrepreneurs who are serious about growing their business, the answer will always be YES. Then, ask yourself this question...If global trade and commerce is new for me, should my company I be looking to China, Asia, South America, etc., or should I go to a new "frontier"? For those with true entrepreneurial spirit, the answer will always be the "new frontier." Why? Because it will yield the most opportunity.

For American businesses, the new frontier is Africa. By ancestral, cultural or historical ties, it is our obligation to connect with and help Africa nations, many who are emerging in global business, to develop their socio-economic infrastructures while developing solid business opportunities.

Africa has always been a sought after business market for Fortune 500 companies. But for medium to small businesses this has not always been the case. For the past 10 years, it has also a "diamond in the rough" for Asian companies that have taken the bull by the horn and ventured into untapped territories for numerous and have pumped billions of dollars into Africa's infrastructure. Along with these dollars, these foreign investors have made the African governments feel as though they are equal partners in the development of their countries for the 21st century. So why aren't American companies doing the same?

American companies have bought into the fallacy that Africa has no money to pay. We are bombarded with images of poverty, illiteracy, primitive surrounding, etc. While some of this may be true, the fact is that many American companies have not considered Africa worth the pursuit and have been blind too long to the emergence of an underdeveloped market.

With the recent change of our government administration, I believe the U.S. will begin to see a new outlook on Africa, from a business perspective. On the forefront will companies like the ones in the ADISN trade program. Companies whose global business strategies will make an impact on the African business market for years to come.

\*Note: Lisa Sheppard is the Vice President of Diversity Restoration Solutions, Inc. She can be reached at [lsheppard@diversityrestoration.com](mailto:lsheppard@diversityrestoration.com). If you are an ADISN client and would like to submit an opinion article for this newsletter, please contact email her or call (757) 238-7790. DRS reserves the right to accept or



### Meet The Client

**Duane Thompson, Managing Director/Founder**  
Sabrosa Foods, Inc.



**Sabrosa Foods** was founded in 2001 by Duane Thompson. It started as a personal goal to produce a healthy, flavorful, better tasting all natural Island style salsa made from fresh ingredients and a variety of specialty culinary herbs for a some of local restaurants and delis.

Duane formulated his all natural low acidic roasted bell pepper product in 1995 while in college (Virginia State University) to combat acid reflux and heartburn he got by eating tomato-based salsa products.

Over the next few years, Duane began reading healthy cookbooks and speaking with nutritionists to perfect the low acidic recipe using fresh produce from his grandmother’s garden. Sabrosa Foods' products and ingredients follow the USDA guidelines from being produced from crops of domestic origins.

Today the recipe includes a roasted bell pepper base, diced tomato puree and herbs mix blended by aged balsamic vinegar. The salsa comes in mild and medium flavors.

Sabrosa Foods’ company headquarters and distribution center are located in Newport News, Virginia. Sabrosa Foods is available to all 50 states and is looking to expand into select international markets, especially in Africa. To reach Duane, email him at [duane@sabrosafoods.com](mailto:duane@sabrosafoods.com) or visit [www.sabrosafoods.com](http://www.sabrosafoods.com).

### Meet The Strategic Partner

#### Malawi



Full name: The Republic of Malawi / Capital Lilongwe

Population: 14.3 million (UN, 2008)

Independence: July 6, 1964

President: H.E. Bingu wa Mutharika

Area: 118,484 sq km (45,747 sq miles)

Major languages: English, Chichewa (both official)

Major religions: Christianity, Islam

Life expectancy: 48 years (men), 48 years (women) (UN)

Monetary unit: 1 Malawi kwacha (MK) = 100 tambala

Main exports: Tobacco, tea, sugar, cotton

GNI per capita: US \$250 (World Bank, 2007)

Internet domain: .mw / International dialing code: +265

*Meet The Client / Meet The Partner will be a regular feature in this newsletter. DRS will highlight an ADISN client and a strategic business partner so our readers can learn more and start to network and form business relationships to help with international or domestic trade and commerce ventures.*

### “Doing Business in Africa” Breakfast Seminar

**Date:** February 13, 2009

**Place:** Columbia, Maryland  
Homewood Suites Hotel



## African Diaspora Industry Sectors Network (ADISN) Participation Form

***Want to continue receiving this great newsletter and more?***  
**DRS invites you or your company to join our African Diaspora Industry Sectors Network (ADISN),  
 an exclusive global trade network group focused on doing business in Africa.**

DRS reserves the right to restrict participation in the ADISN program. ADISN participation will start the day you are approved. Your renewal will be based on your anniversary date (12 months from your inclusion date).

Primary Contact: \_\_\_\_\_  
 Company Name: \_\_\_\_\_ Number of Employees: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone #: \_\_\_\_\_ Fax: \_\_\_\_\_ Mobile: \_\_\_\_\_  
 Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

**Industry Sector (s):** Primary: \_\_\_\_\_ Secondary \_\_\_\_\_  
 Do you currently participate in international trade or commerce? Yes \_\_\_\_\_ No \_\_\_\_\_  
 If yes, what countries: \_\_\_\_\_

**Type of Participation** (please check one):

\_\_\_\_\_ **Individual Participant (\$50 per year)**  
*(This category is for those wishing to join as an individual international trade professional or individuals without a formal business structure)*

\_\_\_\_\_ **Corporate Participant**  
*(Please list employees, titles, email addresses and contact phone numbers on a separate sheet of paper and send with form)*

- \_\_\_\_\_ Annual Revenue under \$100,000 (**US\$100 per year**) (2 employees)
- \_\_\_\_\_ Annual Revenue \$100,000 - \$499,999 (**US\$250 per year**) (4 employees)
- \_\_\_\_\_ Annual Revenue \$500,000 - \$999,999 (**US\$500 per year**) (6 employees)
- \_\_\_\_\_ Annual Revenue \$1,000,000 - \$4,999,999 (**US\$1,000 per year**) (8 employees)
- \_\_\_\_\_ Annual Revenue \$5,000,000 or more (**US\$2,500 per year**) (10 employees)

**Type of Payment:** If paying by PAY PAL, enter confirm # \_\_\_\_\_ and fax form to 757-238-3737

- Check/M.O.    MasterCard  
 VISA    American Express   Card Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Cardholder Signature \_\_\_\_\_ Security Code \_\_\_\_\_

**Signature** (Required for all participants) \_\_\_\_\_ Date: \_\_\_\_\_

**Return form and payment to:** Diversity Restoration Solutions, Inc.,  
 Attention: ADISN Program  
 P.O. Box 532  
 Carrollton, VA 23314

*Disclaimer: By signing the ADISN participation form, the ADISN client acknowledges and accepts all terms outlined in the ADISN Participation Form. DRS has the sole right to accept or reject any request for participation in its network. The ADISN client further understands that neither DRS nor any DRS representatives imply or guarantee the outcome of any projects that may result from contacts, projects or formal/informal agreements that result from contacts made within the ADISN program. It is the sole re-*

<b>For office use only:</b> Date received _____ Approved or Denied (circle) Indiv or Comp _____ Number of Approved EEs _____ Start Date _____ Renewal Date _____ Login Password _____ Date Approval Ltr Sent _____ Approvers Initials _____
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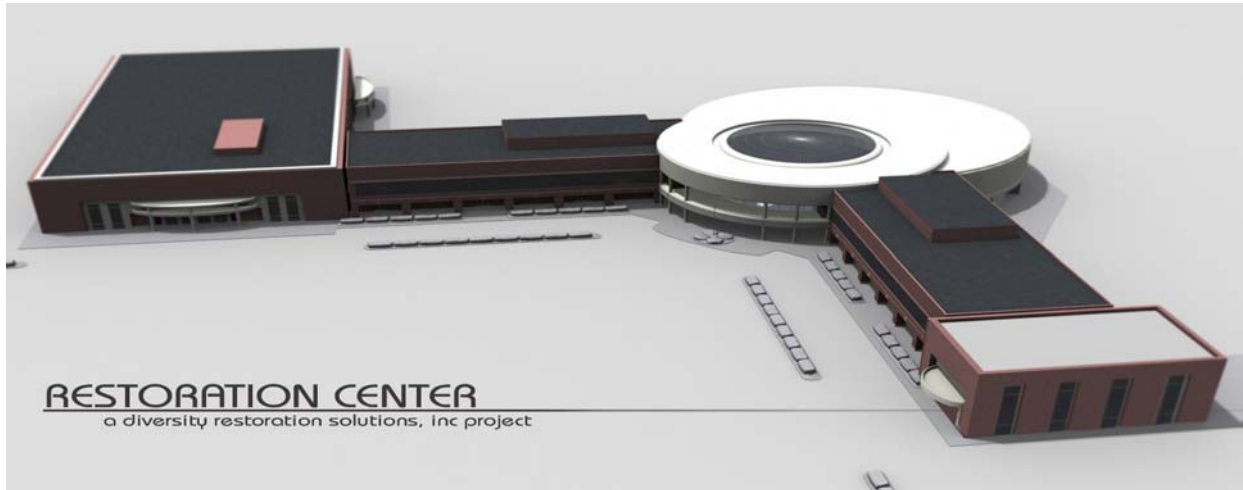


The ADISN Newsletter

Diversity Restoration Solutions, Inc.  
P.O. Box 532  
Carrollton, VA 23314



**Be A Part of History...Be A Part of Restoration Center (Africa)**  
[www.wallofreturn.org](http://www.wallofreturn.org)



**Diversity Restoration Solutions, Inc. PRESENTS ...**

***“Doing Business In Africa”***

**The African Diaspora Industry Sectors Network (ADISN)  
Breakfast Seminars**

**Saturday, January 31, 2008**

**Embassy Suites Atlanta Airport Hotel  
4700 Southport Road  
Atlanta, GA 30337**

**\$49 ADISN Clients  
\$69 Non-ADISN Clients**

**Registration/Breakfast: 8:30am  
Seminar: 9am-11am / Networking following seminar**

**Friday, February 13 2008**

**Homewood Suites Hotel  
8320 Benson Road  
Columbia, MD 21045**

**\$49 ADISN Clients  
\$69 Non-ADISN Clients**

**Registration/Breakfast: 8:30am  
Seminar: 9am-11am / Networking following seminar**

**\*Registration deadline for Atlanta seminar is Jan. 27 and for Columbia seminar is Feb 6. Non-ADISN clients registering for Columbia seminar before Jan 31 will receive the ADISN client rate. For information, call (757) 238-7790.**